

COPYWRITING FOR FACEBOOK

When writing copy for Facebook, support the goal of each post. The following types of Facebook posts each have different goals in mind, so the copy will take different forms and focus on different details. Also take note how the corresponding image - pictures and videos - complement the copy and help accomplish the goal.

ANNOUNCEMENTS



Mothergunship

Yesterday at 12:37pm · 🌐

We're very excited to announce that MOTHERGUNSHIP will be at the Indie Megabooth for #PAXEast2018! This time we will be showing our latest demo with new level-sets, new gun parts for crafting your weapons, new enemies & more!

#indiegame #indiedev #IMB2018 #gamedev



GOAL:

Click-throughs

Event attendance (for upcoming vents)

Subscriptions (for future notifications)



COPY:

specific details to provide complete understanding, hashtags to be seen alongside other relevant content



SIMILAR POSTS: new product announcements, upcoming events (workshops, webinars, etc.), new hires

PROMOTIONS



Harvard Business Review

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GOAL:

Sales

Subscriptions

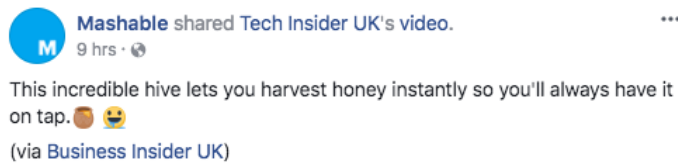


COPY: concise description of service and benefits



SIMILAR POSTS: product/service promotion, seasonal/holiday sales, limited time offers

CONTENT SHARING (linking to an interesting story on another website)



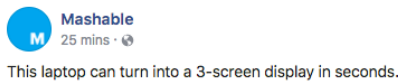
GOAL:

Click-throughs
Engagement (likes, comments, shares)

COPY: short tease of the news story; include appealing terms (like “incredible”) and emojis to capture the eye

SIMILAR POSTS: Sharing links from Facebook to other websites is common practice but the reasons vary: it could be to show your expertise on a specific subject, to share important information more quickly than others, to join a conversation on an already-popular topic, and more.

CONTENT POSTING (posting an interesting image/video on Facebook)



GOAL:

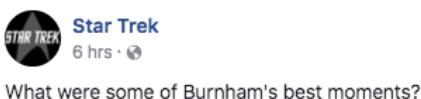
Engagement (likes, comments, shares)
Page Likes/Follows

Note: This kind of post might keep the viewer on the Facebook page instead of linking out to another website.

COPY: short description of the visual content, quickly provide a reason why people should read/view the content

SIMILAR POSTS: Posting pictures, infographics, videos, walkthroughs, and other visual content

ENGAGEMENT



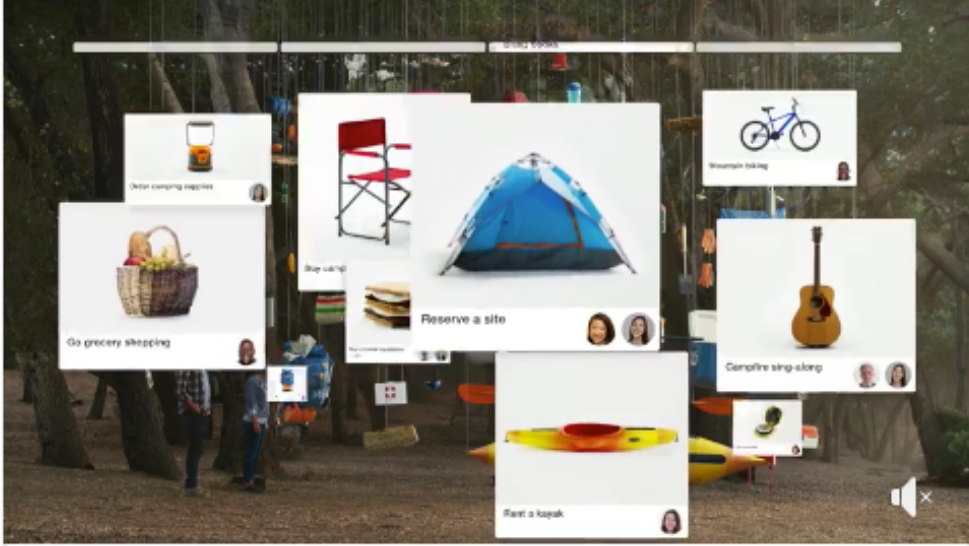
GOAL:

Engagement (likes, comments, shares)

COPY: Ask an open and straightforward question that could generate a range of replies - in other words, create conversation and debate if necessary

SIMILAR POSTS: asking readers to share their stories, take a poll/survey, asking for suggestions on what you should write about/share next

From big adventures to business ventures, plan anything together with Trello.



Plan together
Get started today - It's free!
TRELLO.COM/PLANTOGETHER

Sign Up

When you link to a page on an external website from Facebook, it creates a preview with an image or video and a title and description. These details are pulled directly from that page. So you might wonder: why should you write a headline for this share if it already shows a title and description?

THE ANSWER:

You cannot guarantee that the title and description will be perfectly suited for - or directed at - your audience on Facebook. Also, it simply might not be good enough. Take this example from Trello. The title and description for the linked page are *"Plan together"* and *"Get started today - it's free!"*. This copy is too simple - it won't make a strong enough connection with your Facebook audience.

That's why they wrote the following headline to put the page into the proper perspective: *"From big adventures to business ventures, plan anything together with Trello."* Along with the video that accompanies the preview, there's more there to provide some appeal for your audience. Not only could the tool work for business projects, but also personal ones. You can "plan anything together". Now the value is more obvious and there's more reason for your reader to click.